



**Old Town Development Board  
Design Committee Agenda  
March 5, 2015  
3 p.m.**

- 1. Way-Finding Signage Update**
- 2. Farmers' Market layout – architectural assistance needed**
- 3. Other**



## Overview

The redesign of the gateway and trailblazer signs, incorporating the new Old Town Winchester brand and identifying the new location for the VMS sign, currently in storage, is being done under the Virginia Main Street program.

The scope of this work is for services not included under the Virginia Main Street program. Frazier Associates' proposed work plan follows, taking into account your desire to add new destinations to the existing sign system, update inaccurate directional information on signs due to the change in traffic patterns around the pedestrian mall and update the parking signs to encourage more visitors use. We also understand your need for a new gateway location for the National Avenue entrance to downtown and kiosk locations at the entrances to the pedestrian mall to replace the existing temporary signs.

### 1. Design Process Overview

#### Phase One – The Creative Phase (Analysis & Design)

Task A - Information Gathering/Revise Existing Designs

Task B - Update Sign System Programming

#### Phase Two – Design Development/Signage Recommendations

Task C - National Avenue Gateway Sign location

Task D - Pedestrian Mall entrance kiosk locations

## Phase One - The Creative Phase

### TASK A: INFORMATION GATHERING/REVISE EXISTING DESIGNS

*(Estimated schedule: 4-6 weeks)*

1. FA collects and reviews existing data, studies and information on new traffic patterns.
2. Site Visit #1 – During this time, we intend to do the following:

#### Day 1: Kick-off meeting with Old Town Winchester Director

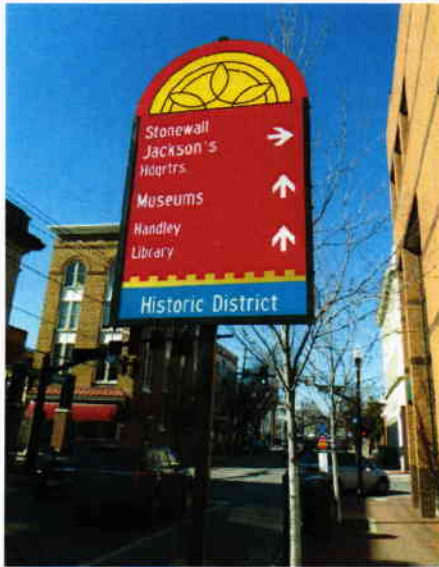
- A. Review wayfinding goals, design process and schedule.
- B. FA presents revised parking wayfinding designs for feedback and design direction. Revisions can be made during the meeting.

Note: At this meeting, confirm new destinations to be added to vehicular/pedestrian wayfinding signs.

- C. Begin detailed field reconnaissance.

#### Days 2: Detailed Field Reconnaissance, cont'd

- A. Vehicular traffic and pedestrian patterns are documented in detail along with key travel routes, decision nodes and new destinations. This information will be used to update the existing wayfinding sign system programming.



## TASK B: UPDATE SIGN SYSTEM PROGRAMMING

1. Based on the information gathered in Task A, FA revises the sign schedule and map(s) showing the content of each sign component and its location. This is known as a Sign Schedule.
2. FA delivers the draft Sign Schedule to OTW director for review and comment.
3. Based on input, FA finalizes sign programming.
4. A cost estimate for updating the sign system based on the approved sign program.

Fee for TASK A & B: \$6850 including expenses

## Phase Two - Design Development/Sign Recommendations

### TASK C: NATIONAL AVENUE GATEWAY LOCATION

*(Estimated schedule: 3-4 weeks)*

1. FA collects and reviews existing data, studies and information on new traffic pattern for new gateway.
2. Based on this information, makes recommendation for new gateway location. Illustrate gateway sign location using photo-simulation.
3. Based on feedback, update sign programming to include new gateway location.

### TASK D: PEDESTRIAN MALL ENTRANCE KIOSKS

1. FA reviews kiosk potential location and makes recommendation.
2. Based on this information, FA provides design for kiosk based on preferred location. Creates photo-simulation showing kiosk at Pedestrian Mall entrance.
3. Based on feedback, FA develops kiosk design. *(It is our understanding that the design of the kiosk content is not in our scope of work.)*
4. FA to provide detailed design specifications for kiosk design.

Fee for TASK C & D: \$3050 including expenses

**Total Fee: \$9,900 including expenses**